

**Saginaw Bay Coastal Initiative  
Tourism Group  
December 4, 2007  
Meeting Summary**

Jim Bredin, Michigan Department of Environmental Quality and Shirley Roberts, Bay Area Convention and Visitors Bureau welcomed the work group members.

Jim Hergott, Saginaw Bay RC&D stated that Saginaw Bay WIN had asked that we consider a number of issues before we resubmit the grant application for the Saginaw Bay Coastal Initiative Regional Tourism Project. The WIN Communication Task Group requested that we address the following:

- 1) What kind of website are we dealing with (Static/Portal or interactive)?
- 2) How is the website and more importantly the organization going to be funded over time?
- 3) Is the cost estimate for the web site development accurate?
- 4) Have the counties committed in writing via partnership agreement or something else to keep website updated and to keep organization going?
- 5) The estimate for website development may need to be revisited depending upon the type of site chosen. If the SBCI website is the one that the individual partners will be updating the cost may be more than \$6,000.
- 6) Given the very similar proposal WIN received from the Thumb Area Tourism Council, Inc. through its sponsor Tuscola 2011, Inc., it raises questions of whether WIN will be receiving proposals from the individual communities mentioned in the proposal to help them get their websites developed. What is the capacity of these communities to develop and manage their websites? Further, when denying both applications, WIN representatives requested that the Bay Group and the Thumb Area Tourism Council, Inc. develop a joint proposal that would meet the needs of both organizations.
- 7) Will the website or the websites you link to be an appropriate representation of the region? If you are trying to "brand" the region as a tourist destination (versus getting a website up and running), this becomes critically important.

The group discussed the above comments. In addition, Matt Smar, DEQ – Coastal Management Program discussed the possibility of requesting NOAA Coastal Management funding for the proposal (or a revised proposal incorporating additional issues). The Request for Proposals for that program will be released the end of January/first of February time frame with an application deadline expected to be May 1, 2008.

The group determined that the best way to move forward is to focus on the organizational structure of the organization. Articles of Incorporation have already been filed. The next step is to prepare by-laws for the organization. Jim Hergott agreed to prepare draft bylaws. Jim will work with a small group consisting of the member appointed by the County Commissioners to develop a draft of the by-laws for the next meeting. The members of the work group are:

- Saginaw County-Jim Koski
- Tuscola County-Chuck Frost
- Huron County-Commissioner Clark Elftman
- Arenac County-Commissioner Joseph Sancimino
- Bay County-Shirley Roberts
- Iosco County-Tom Ferguson



It was pointed out that the by-laws should include the mission statement that was already agreed to by the group:

"To strengthen the economies and enhance the tourism efforts of Saginaw Bay coastal tourism efforts of Saginaw Bay coastal communities by developing and maintaining effective regional collaboration."

The next meeting of the work group is scheduled for Wednesday, January 30th at 1:00 at the Bay Area Convention and Visitor Bureau at 901 Saginaw Street in Downtown Bay City in the Commerce One Building. For future planning, the group also agreed to meet the last Wednesday of the month.